NORTH CAROLINA AGRICULTURAL EXTENSION SERVICE

Annual Report - 1941

NORTH CAROLINA
FOOD AND FEED
FOR
FAMILY LIVING

This is to certify that

_____, of _____ County, N. C.,

have in the year 1941 distinguished themselves in furthering the cause of Better Farm Living in North Carolina by producing on the farm and conserving for home use at least seventy-five per cent of their food and feed requirements.

In testimony hereof:

J. Melville Broughton

Governor of North Carolina.

NORTH CAROLINA FARMS PREPARE FOR VICTORY

ANNUAL REPORT

Of the Agricultural Extension Service of North Carolina State College for 1941

I. O. SCHAUB, *Director*
JOHN W. GOODMAN, *Assistant Director*

FARM people of North Carolina "prepared for war" in advance of Pearl Harbor. With the guidance of the Extension Service, rural North Carolinians made definite preparations for the emergency situation all through the year 1941, by, first, growing and conserving more food and feed for family living.

County farm and home agents, assistant agents, subject matter specialists and administrative leaders of this educational and service organization helped farm men and women—and their boys and girls—to increase production of important Victory Foods—such as livestock and poultry products, fruits and vegetables, and oil-producing crops.

Mattresses were made available to thousands of low-income families, for their comfort and the building of morale and physical strength. . . . Nutritional standards were raised. . . . Homes were improved, inside and out. . . . Farm people were taught thrift and enterprise. . . . Training was given in Citizenship for Democracy.

Under Extension leadership, the activities of all agricultural and rural welfare agencies were coordinated on State and county levels. . . . Neighborhood and community leaders were developed. . . . Farm people learned more about the value of cooperation, and a fuller participation in the various Federal and State programs designed to benefit all rural citizens.

These, and other activities sponsored and supported by the Extension Service in 1941, together with increased prices for farm products, helped to bring North Carolina farmers their highest gross cash income since 1937. Use of rotations, legumes, lime, phosphate, and the right amounts and kinds of fertilizers built up the soil and made farmers ready and willing to pledge their support in the Food-for-Freedom campaign when the house-to-house canvass was made in November and December.

Thus, the end of 1941 found North Carolina agriculture —its people, and their land and equipment, better prepared to withstand the first winter of war, and to produce and conserve the food and feed that will "Win the War and Write the Peace."

ORGANIZATIONS . . . Clubs . . . Neighborhood Leaders . . . PERSONNEL

EXTENSION work was conducted in 1941, as in the past, from headquarters on the campus of the N. C. State College, through subject matter specialists, county farm and home agents, clubs and committees, project leaders, and individual demonstration farmers, farm women, boys and girls. A new method of reaching rural people was started late in the report year, with the development of neighborhood leaders "within walking distance of every farm family in the State."

The official Extension family increased in size by 32 members in 1941, bringing the staff to 445 workers, including 80 supervisory and subject matter specialists; 100 white farm agents (one in each county in the State); 94 white home agents; 93 white assistant farm agents, one of whom worked in four counties, and another in two counties; 21 white assistant home agents; 35 Negro farm agents, one of whom worked in two counties; and 22 Negro home agents.

Increased Federal and State appropriations, together with a fuller realization of the value of Extension work on the part of some counties, made it possible to add two subject matter specialists, six white home agents, seven white assistant farm agents, ten white assistant home agents, three Negro farm agents, and four Negro home agents, during the year.

Agents had the voluntary assistance of 20,996 men and women in conducting adult work, of 2,089 adult leaders in conducting 4-H Club work, and of 1,122 older club boys and girls. In addition, there were 3,943 paid local leaders engaged in the agricultural conservation and adjustment programs.

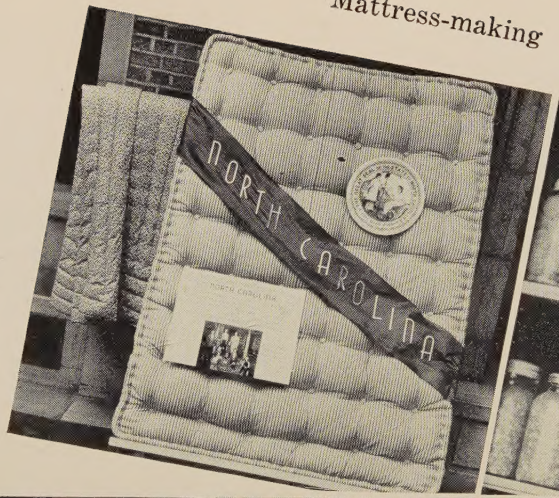
The 1,660 Home Demonstration Clubs in the State had a membership of 42,542 women. This is an increase of 90 clubs and 2,140 members over the previous year. There were 1,586 4-H Clubs in the State, with a membership of 32,665 girls and 21,442 boys—a total of 54,107 young people enrolled. This is a slight decrease in the number of 4-H Clubs, and in membership, but 37,113 completed their 4-H projects in 1941, a higher percentage than the previous year.

Health and clothing were the favorite 4-H homemaking projects, with 20,293 and 14,531 enrolled, respectively. Enrollment in other projects included: Food selection and preparation, 9,067; food preservation, 9,027; home gardens, 6,029; corn, 4,673; swine, 4,317; beautification of home grounds, 4,008; poultry, 4,975; house furnishings, 4,218; and dairy cattle, 1,783.

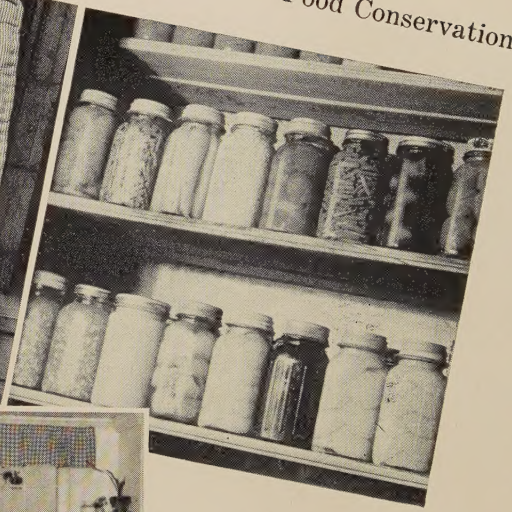
The estimated value of 4-H crops demonstrations under supervision of white agents in 1941 is $271,633.27, and the value of 4-H livestock demonstrations $202,183.75. There were 8,259 head of livestock and 122,659 head of poultry in 4-H projects conducted by white members last year.

HOME DEMONSTRATION Work In The Farm Home

Mattress-making



Food Conservation



Clothing Schools

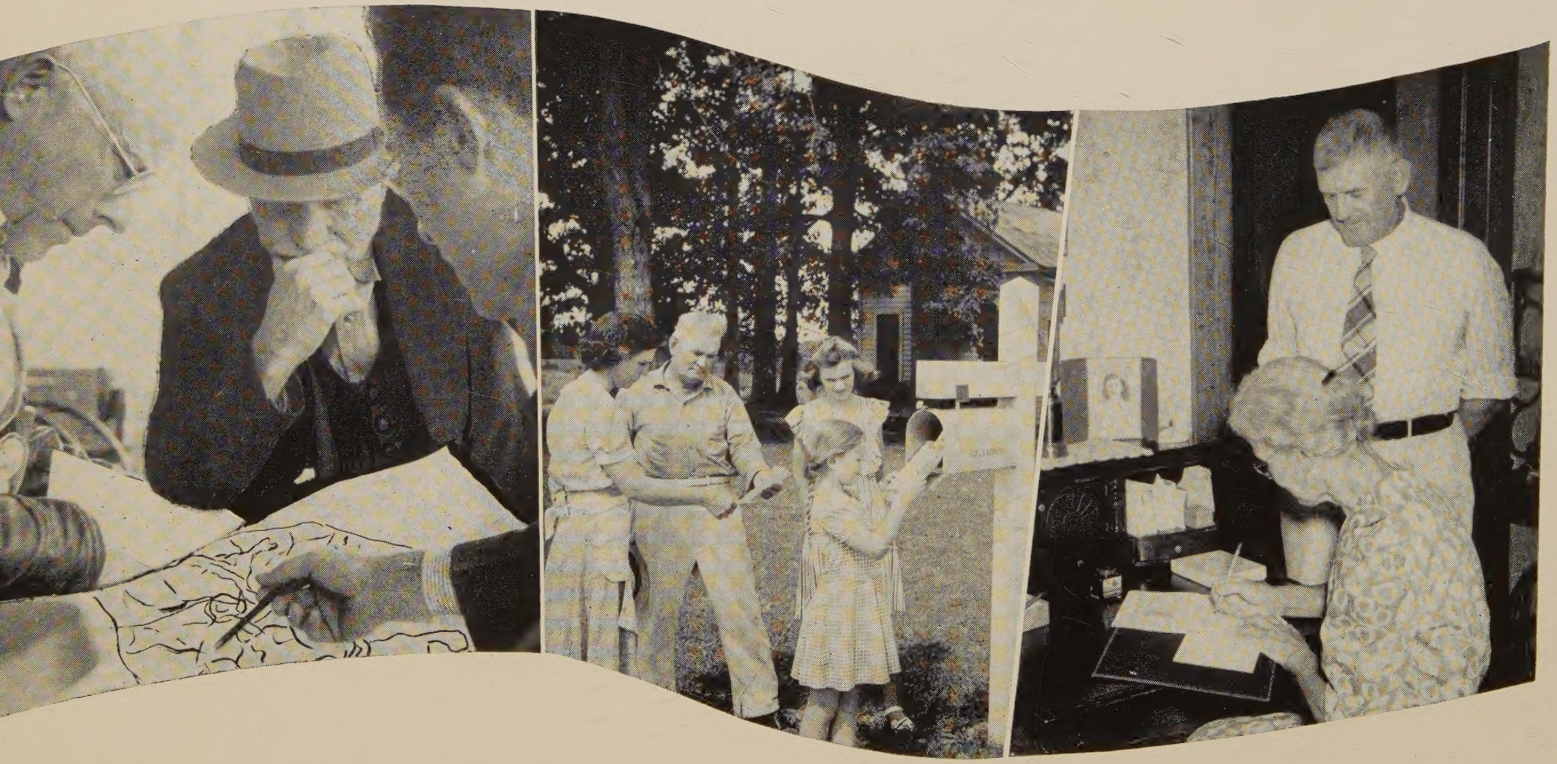
Curb Marketing

Kitchen Improvement

Agricultural Planning

A Program For All

Record-keeping



THE PEOPLE CAME FIRST

THE 1941 agricultural year was a profitable one for most North Carolina farm families. Facts gathered by the U. S. Department of Agriculture show a cash income of $303,137,000 from all crops and livestock, including Government payments. The cash income in 1940 was $216,281,000.

An increase in the cash receipts from the tobacco crop from $89,330,000 in 1940 to $137,766,000 in 1941 was responsible for the major part of the gain. Three-year quotas on tobacco, which farmers voted in 1940 under Extension leadership, had much to do with the higher income from the State's leading money crop.

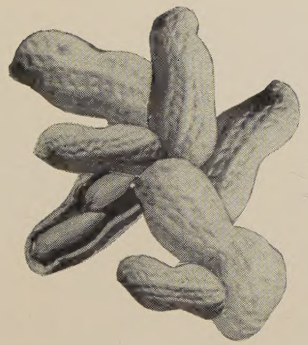
Income from livestock and livestock products rose from $36,684,000 in 1940 to $48,182,000 in 1941, and cotton income increased from $34,931,000 to $55,374,000. Here again the Extension Service played a part in the improvement. The One-variety Cotton Improvement Program began to pay dividends to producers of lint and cottonseed.

Numbers, and quality, of nearly all types of livestock increased, in line with the efforts made to encourage a diversified system of farming, especially in the cotton and tobacco producing sections of Eastern Carolina. Milk routes, which Extension agents helped to develop, leading to manufacturing plants, and to distributors serving Army camps and defense centers, also were important.

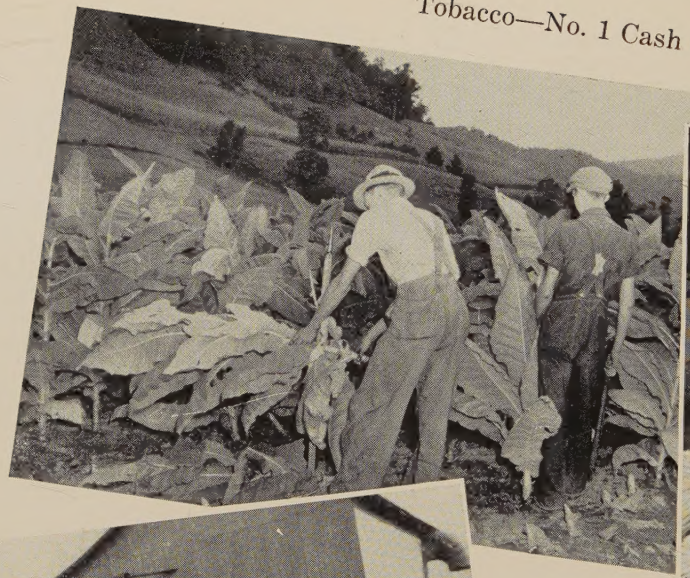
The USDA report showed 1,731,000 more chickens, 34,000 more sows and gilts, and 18,000 more cattle, including 10,000 more milk cows, on North Carolina farms in 1941 than were reported at the beginning of the year.

Average yields per acre of most important crops increased over the 10-year level. Tobacco yields averaged 921 pounds per acre, as compared with 811 pounds for the 10-year average, 1930-39; cotton, 335 pounds in 1941, as against a ten-year average of 286 pounds; peanuts, 1,200 pounds per acre, as compared with a ten-year average of 1,060 pounds; corn, 22 bushels per acre in 1941 and 18.3 bushels during the ten years; wheat, 15 bushels as against 10.9 bushels; oats, 25 bushels as compared with 19.6 bushels; barley 24 bushels as compared with 18.3 bushels; hay, .93 tons per acre, as against .82 tons; and lespedeza seed, 190 pounds per acre last year, and a ten-year average of 168 pounds per acre.

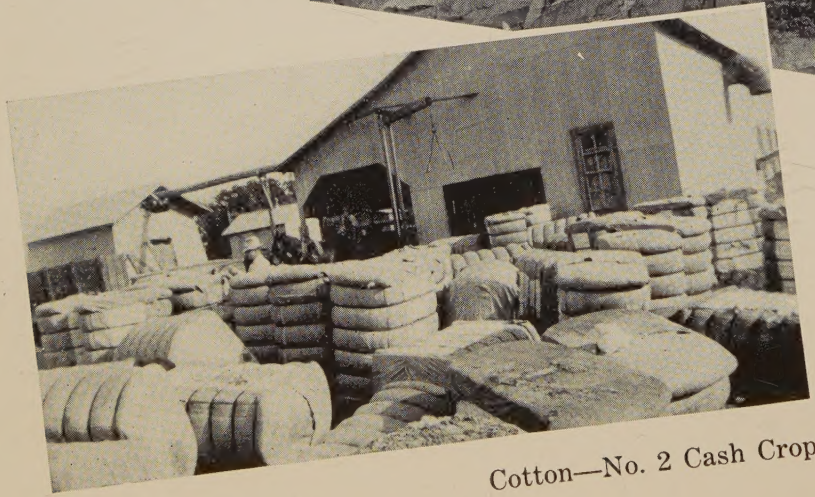
There were 6,840,000 laying hens and pullets reported on North Carolina farms last year. They produced 703 million eggs, or an average of 102.8 eggs per bird. This is the highest average annual production per laying chicken in the history of the State.



Tobacco—No. 1 Cash Crop



Corn
First In Acreage

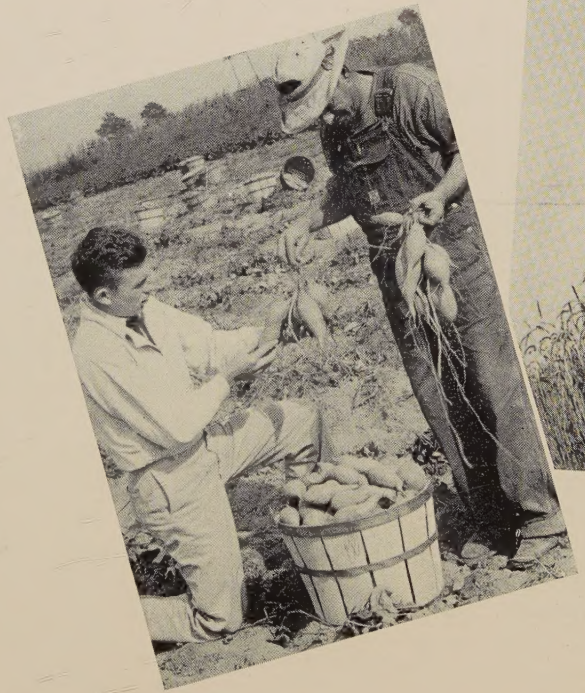


Cotton—No. 2 Cash Crop

WE GREW

Vegetables
For Vitality

Sweet Potatoes
More and Better



Small Grains

A BALANCE BETWEEN
Cash, Food and Feed Crops

FIVE JOBS ASSIGNED . . . For Defense of Home and Country . . . FIVE JOBS DONE

EXTENSION was assigned at least five emergency jobs in 1941: (1) To encourage participation in the Cotton Stamp Program, through which cotton acreage was voluntarily reduced and more cotton goods were made available to farm families; (2) To stimulate the growing and storing of more food and feed, especially on land retired from cotton production; (3) To conduct a program of "Citizenship Training for Democracy"; (4) To cooperate with Army and Civilian Defense officials in securing maneuvers rights on farm lands in eight counties, where soldiers practiced war during the fall months; and (5) To carry out the Food-for-Freedom program by, first, obtaining the pledges of farmers to increase production of vital war commodities.

The cotton allotment for the State was 984,000 acres; the acreage planted was 813,000. Nearly 71,000 of the cotton growers who voluntarily reduced their acreage earned cotton stamps in the amount of $1,237,305.

To carry out the second assignment, the Extension Service conducted a "Food and Feed for Family Living" program, in cooperation with Governor J. Melville Broughton. Mr. Broughton took office as Governor of North Carolina in January, 1941, with the declaration in his inaugural address that "Agriculture is North Carolina's Problem No. 1." Every farm family which pledged to voluntarily produce and conserve 75 per cent of their food and feed needs of the year was promised a Certificate of Meritorious Service, signed by the Governor. Approximately 100,000 farm families signed the pledge, and a good percentage of them carried out their promises.

Extension agents reported that they stressed the importance of "Democracy in the Present Crisis" through 952 discussion groups; at 570 patriotic programs, pageants and ceremonies, and at 8,927 meetings of farmers, Home Demonstration and 4-H Clubs, local leaders and discussion groups.

Farm agents in eight southeastern counties contributed substantially to the success of the sign-up campaign which saw 18,127 landowners grant the Army maneuvers rights on 2,556,000 acres of land. Military and Civilian Defense leaders gave recognition to the part that the Extension Service played in this gigantic undertaking.

The fifth assignment—that of educational leadership in the Food-for-Freedom campaign—came just before the end of the Extension Report Year. After goals were definitely established on a State and County basis, Extension agents led AAA committeemen in a house-to-house canvass of every farm, and the result was that every goal, with the exception of that for peanut-production-for-oil, was overpledged. Furthermore, Tarheel farmers exceeded the goal for soybeans—another oil crop—by 150,000 acres.

Five jobs were assigned. . . . And five jobs done.

Forestry

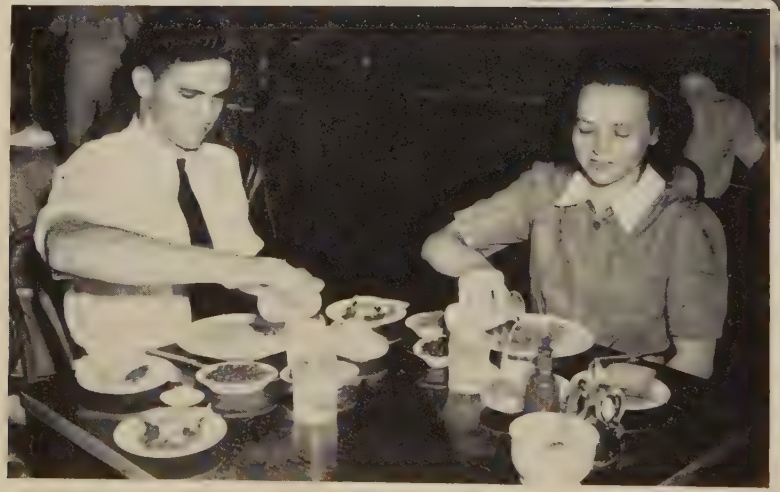
Farm Machinery

Rural Electrification

LABOR . . .
LUMBER . . .
LIGHT . . .

Handicrafts at 4-H Camp

Poultry for Profits



Proper Foods Build Health Champions

FOODS AND FUN

FOR YOUNG AND OLD

FOOD production, nutrition, mattress-making, livestock and poultry enterprises, terracing, and landlord-tenant relationships were among the major programs of the Extension Service in 1941. Each program made its contribution to the development of a healthier, stronger, more secure farm population—men, women and children who are better prepared to do their part in winning the war.

All food and feed production and utilization programs of the year had as their final goals the raising of nutritional standards and improvement of health. Educational work was done on the use of enriched flour and on home-grinding of whole grains. Health was a regular part of every 4-H Club member's project activity.

The food conservation program, which resulted in 7,224,959 containers being canned, also was linked with nutrition. The canned food had a value of $1,427,151.39. In addition, 21,500,368 pounds of meat were cured and 491,994 pounds of fruits and vegetables were dried.

The mattress-making program, started in 1940 to help strengthen low income families both mentally and physically, was expanded to include the making of comforters, and was concluded in 1941. At the end of the Extension report year, a total of 221,377 mattresses and 54,335 comforters had been made.

Dairy and beef cattle industries experienced a substantial, but sound, growth during the year. A highlight was the organization of 39 new routes on which milk was collected for manufacturing plants from 1,632 producers. This brought to 210 the number of routes, and to 9,982 the number of producers who received $3,170,000 from the sale of this type of milk during 1941.

The 12 Dairy Herd Improvement Associations, directed by Extension dairymen, were composed of 187 herds in which there were 9,949 cows. This was an increase of 28 herds and 2,060 cows over the number on test at the close of 1940. The average production of the association cows was 7,191 pounds of milk and 318 pounds of butterfat, which is an increase of 284 pounds of milk and 14 pounds of fat over the 1940 average.

Extension agents helped to place beef females with 1,140 farmers; beef bulls with 444 farmers; purebred rams with 151 farmers; and high grade and purebred mares on 345 farms. Even then the demand was not satisfied, because the interest in better breeding stock was at its highest point in several years.

Demonstration flock records were kept on 66,289 birds in 232 poultry flocks. They averaged 170 eggs per bird, which is six eggs above the previous year's average, and the highest production in demonstration flocks since 1928-1929.

Operating in 38 counties, 43 terracing units supervised by the Extension Service constructed 1,000 miles of standard terraces on 17,000 acres during 1941. The Farm Management Department instituted a landlord-tenant relationships program, and cooperated with the American Potash Institute in 100 demonstrations in 21 counties.

ONE of the foremost Extension achievements of the year was the organization of Agricultural Workers' Councils, on a State level, and in each of the 100 counties. As a result, relationships between the Extension Service and other agencies working with and for rural people were of the best.

The Councils helped to coordinate the activities of all Federal and State agencies interested in the betterment of agriculture and rural homemaking. Thus, much duplication of effort was avoided and a common attack was made on pertinent problems.

The cooperative Extension-TVA demonstration farm program made outstanding progress. There were 1,614 unit test demonstration farmers, and 1,168 special demonstrators in the 40 watersheds within a 15-county mountain area where the program was concentrated. In addition, 421 test demonstration farmers were assisted outside of the TVA watershed. The demonstration farmers used 4,898,900 pounds of TVA phosphate in their farm and home development work.

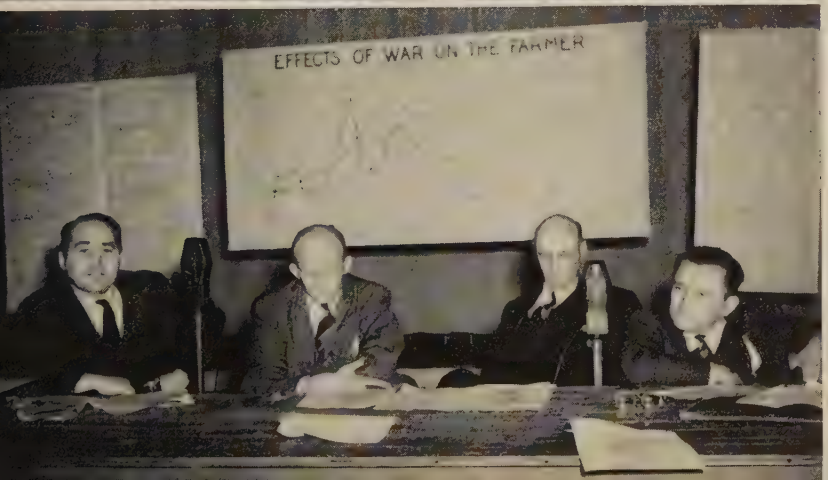
Working in cooperation with the Soil Conservation Service, one new soil conservation district was organized in 1941; three other districts were enlarged; and preliminary educational work was done on three districts to be issued charters early in 1942. The Extension Service also assisted the SCS in carrying out the programs in 13 previously established districts which now include 48 of the State's 100 counties, covering an area in which 55 per cent of the farms of North Carolina are located.

The N. C. Crop Improvement Association, a joint effort of the Extension Service, Experiment Station and State Department of Agriculture, certified 271,778 bushels of crop seed for 423 farmers in 58 counties.

Close cooperation existed in the forest tree planting program, and of the 9,615,395 seedlings planted in the State in 1941, the Extension forester's office handled the applications of 1,133 farmers in 84 counties for 3,404,007 of the trees. Orders placed through the Extension Service were filled by State, Federal and private nurseries.

The Surplus Marketing Administration was aided in purchasing 264 cars of potatoes, 289 cars of peaches, 24 cars of carrots, and 6 cars of cabbage. Cooperating with the Agricultural Marketing Service and the State Department of Agriculture, farmers and the U. S. Army were served in supplying $190,000 worth of fresh fruits and vegetables for the two military camps within the State.

A cooperative One-variety Cotton Improvement Program had all growers and 175 gins in 65 organized communities working together to produce and market better cotton.



Homes Improved . . . Grounds Beautified

Problems Were Discussed

Out on the Farm

In Discussion Groups . . . Via Radio

The LAND . . . The HOME . . . The PEOPLE

FOR BETTER CROPS

Scientists Consulted

Diseases and Insects Controlled

Certified Seed Used

ENUMERATION of all of the project activities of the Extension Service in 1941 would be but to name virtually every phase of North Carolina rural life. However, the list of subject matter specialists indicates the wide scope of Extension work.

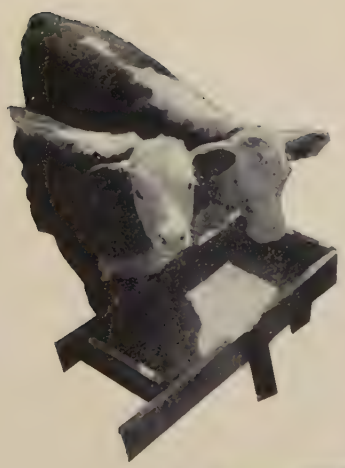
At least one specialist, and as many as four, worked with adults and 4-H Club members—white and Negro—on each of the following subjects: General agronomy, agricultural engineering, beef cattle, beekeeping, clothing, cooperative agricultural (land use) planning, cotton, dairying, economics, entomology, farm management, food conservation and marketing, forestry, home beautification (landscaping), home management and house furnishings, horticulture, marketing, nutrition, plant pathology, poultry, rural electrification, seed improvement, sheep, soil conservation, swine, tobacco, and workstock.

In general, the fundamental Extension principle of "education by demonstration" was followed. In addition to literally thousands of result demonstrations, conducted in cooperation with farm people, method demonstrations were conducted at 33,624 meetings called especially for that purpose. Extension specialists and agents also conducted, or assisted with, State, county and sectional fairs; training schools, shows, sales, clinics, exhibits, tours, camps, and short courses. Many of these involved cooperation with other agencies.

The Extension Service, as usual, played an important part in all educational divisions of the State Fair. The 38th annual Farm and Home Week at State College attracted 2,000 or more farm people. The 4-H Short Course at the college was attended by 973 young people from 91 counties. A 4-H Dress Revue, also on the State College campus, had 54 contestants from as many counties.

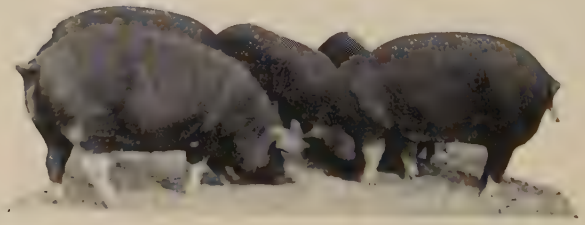
A total of 148 encampments of 4-H members and adults were attended by 4,716 persons. Tours, totaling 559, attracted 20,121 farm people. Six Baby Beef shows and sales were held, with 291 head of cattle shown by 248 members of 4-H Clubs, 31 Future Farmers of America, and 12 adults. A new Junior Dairy Cattle Show in the Piedmont had 207 entries from 18 counties.

The Extension Service cooperated in Demonstration Potato and Forestry Trains. Workstock clinics in 23 counties resulted in treatment of most of the 2,152 horses and mules brought in. Tobacco grading schools were held in 50 flue-cured counties, and in eight Burley tobacco counties, and were attended by 4,300 farmers. Fourteen Poultry Short Courses and Egg Shows were held, with a total attendance of about 2,500 persons, and 596 dozen eggs entered in the shows. Cooperative lamb, wool and swine sales were continued, and Home Demonstration Curb Markets increased farm-home income for 2,334 sellers by $458,101.92.



Equipment Improved

Dairying Expands



Swine for Home and Market

FOOD AND LABO

Workstock Clinics Held

Milk Marketed

Sheep Produce Meat and Wool

ROM LIVESTOCK

Farm Plans Made

Lime Made Available

Referenda Held

THE AAA PROGRAM

AMONG important media used to keep farm people informed about Extension methods and results were: The press, radio, printed and mimeographed publications, and letters. The visual aids program of the Information Division was expanded, to help give Extension workers another effective teaching method.

News and information was sent regularly, and for "special editions" to 41 daily newspapers, 148 semi-weekly and weekly newspapers, 18 news correspondents and radio editors, and 46 farm magazines and journals circulating widely in North Carolina. Pictures and mats were also supplied frequently. Thirteen of the most widely-circulated newspapers carried "Monday Farm Pages" for which the Extension Editor's office supplied most of the material.

A daily "personal appearance" radio program was presented over Station WRAL, and a weekly 4-H Club broadcast over Station WPTF. A manuscript service, upon which smaller stations built their daily farm programs, was supplied to an average of 17 radio stations. Special radio material also was supplied to the Atlanta and Washington Bureaus of the Associated Press and the United Press.

Thirty-four new Extension publications were issued during the year, and, including reprints, 797,000 copies of popular bulletins were printed to meet a heavy demand from farm people. In addition, 695,320 pieces of informational material were mimeographed. In the interest of the "Food-for-Freedom" program alone, 500,000 pieces of literature were printed and distributed. A total of 8,500 pieces of mail were handled during the year.

MORE North Carolina farmers participated in the 1941 AAA program than in any previous farm program. The Extension Service continued to furnish the educational leadership for agricultural conservation and crop adjustment. Of the 229,000 eligible farming units in the State, 213,045 took part in the various AAA programs, earning an estimated $14,287,267 in conservation payments and $7,100,000 in parity payments. This includes $4,200,000 in cotton, $2,800,000 in tobacco, and $100,000 in wheat parity payments.

Approximately 210,000 acres of cropland were seeded to winter legumes, and more than one million acres to other legumes and grasses. Other practices carried out by farmers to earn their soil-building payments included the application of 375,000 tons of ground limestone on pastures and cropland, and 35,000 tons of superphosphate on pastures, legumes and grasses.

Three referenda were successfully conducted in 1940. Farmers approved marketing quotas on wheat by 83.8 per cent, on peanuts by 90.9 per cent, and on cotton by 95.1 per cent, of those voting.

A NEW approach to the fundamental "Live-at-Home" program in Negro Extension work was made in 1941 when "A Million Dollar Educational Program" was started among rural North Carolina Negroes. It was successful in stimulating new interest in home gardens, canning, and dairy, poultry, swine and feed production.

The basis of the "Million Dollar" program was that the 60,000 Negro farm operators in the State could easily raise their income a million dollars or more annually if each would produce an additional $50 worth of vegetables and fruits in home gardens; or raise and sell an extra $25 worth of poultry and pork products; or keep at least one milk cow on every farm; or can an additional $50 worth of foodstuffs; or grow $50 worth of feed that was previously bought.

There was no letdown in other Negro Extension activities, and increases were made in the numbers of Negro Home Demonstration and 4-H Club members. The Statewide Negro corn-growing demonstration was highly successful, and the first prize was won by a Negro farmer who produced 129 bushels of corn per acre, in comparison with an average of all corn grown in the State of 22 bushels per acre.

PUBLICATION in 1941 of data collected in the 1940 Federal Census re-emphasized some of North Carolina's major agricultural problems, but in general showed that the Extension program has helped to achieve progress. The census showed an increase in farm population from 1,599,918 in 1930 to 1,654,123 in 1940, but a decrease in the number of farms from 279,708 to 278,276 during the ten-year period.

From 1930 to 1940 there was a 12.7 per cent decline in the number of croppers, a 10.3 per cent drop in the number of tenants, and a 14.4 per cent increase in the number of full owners of farms. Another significant improvement was in the number of farms lighted by electricity—71,196 in 1940, as compared with 15,006 in 1930.

The Census revealed that North Carolina continues to lead the Nation in the value of home gardens, with $14,773,625 being estimated as the worth of the 247,127 gardens reported. The report indicates that 31,149 farms were without gardens, 32,898 without poultry, 86,604 without hogs, and 98,204 on which no cows were milked in 1939. Yet, the 1930 census showed 63,018 farms without gardens, 38,233 without poultry, 104,797 without hogs, and 127,099 on which no cows were milked in 1929. Despite the 1,432 drop in the number of farms in the state, a comparison of this data still shows improvement.

Landlord-Tenant Relations

Publications for Information

WORK WITH THE NEGRO FARM PEOPLE

PROGRESS . . . 1941 Over 1940

This tabulation of Extension methods and results denotes progress in many phases of the program. It is based on the statistical summary of the reports of all white and Negro farm and home agents, and assistant agents.

	1940	*1941*
Farm and home visits made	212,682	223,771
Different farms and homes visited	105,516	116,260
Meetings conducted, or assisted with	63,569	66,916
Attendance at Extension meetings	1,684,191	1,781,631
Home Demonstration Clubs	1,570	1,660
Membership in Home Demonstration Clubs	40,402	42,542
Communities where Extension work was conducted	2,905	2,951
Farm homes in which changes resulted from program	86,756	95,428
Farm families influenced by Extension program	270,370	275,592
Acres of cover crops grown	962,600	1,177,662
Farms using cover crops	115,250	117,921
Acres of green manure crops plowed under	607,618	622,812
Farms plowing under green manure crops	86,307	98,541
Farms applying recommended fertilizers	42,979	56,968
Farms using lime	40,313	50,445
Farms using recommended crop rotations	24,458	27,424
Agricultural implements repaired or improved	8,061	16,263
Farm lighting systems installed	4,570	7,640
New farm buildings constructed	4,194	6,542
Farms on which complete terraces were built	4,565	5,206

Cooperative Extension Work in Agriculture and Home Economics, N. C. State College and U. S. Department of Agriculture, Cooperating, I. O. Schaub, Director. Distributed in furtherance of Acts of Congress of May 8 and June 30, 1914.